

**Amendments to the Claims**

Please cancel Claims 57-61, 63-67 and 69-73. Please add new Claims 74-77. The Claim Listing below will replace all prior versions of the claims in the application:

**Claim Listing**

1 – 73. (Canceled)

74. (New) A method of inhibiting p75 nerve growth factor-responsive hair loss in a mammal, said method comprising contacting keratinocytes of the mammal with a fragment of p75 nerve growth factor comprising amino acid sequence KGK, thereby inhibiting p75 nerve growth factor-responsive hair loss.

75. (New) A method of inhibiting apoptosis in keratinocytes in a mammal, said method comprising contacting the keratinocytes in the mammal with a peptide comprising SEQ ID NO:4, thereby inhibiting apoptosis in the keratinocytes in the mammal.

76. (New) A method of inhibiting apoptosis in keratinocytes in a mammal, said method comprising contacting the keratinocytes in the mammal with a peptide comprising SEQ ID NO:9, thereby inhibiting apoptosis in the keratinocytes in the mammal.

77. (New) A method of inhibiting apoptosis in keratinocytes in a mammal, said method comprising contacting the keratinocytes in the mammal with a peptide comprising SEQ ID NO:10, thereby inhibiting apoptosis in the keratinocytes in the mammal.